DRAFT PROJECT PLAN FOR ETS PUBLIC SMOKING AND CREDIBILITY

Introduction

The draft plan below is deliberately concise and has been designed to act as a facilitator in drawing together the three stakeholders' views and preferred actions into one final document that has the endorsement of the three manufacturing companies in Australia.

I have not documented every single action as this would make this paper unnecessarily convoluted. However, it is recognised that the TIA should not and would not pursue any course of action without the support of the three CAD's. Also it is unrealistic to expect that we could document every opportunity that will emerge over the next 12 months. Clearly we must be alert to any window of opportunity and collectively act effectively to bolster the interests of the industry.

Objectives

The two overriding objectives for the ETS/Public smoking and credibility projects are:

- to educate the public that there is no convincing evidence, either scientific or as a result of litigation, to support present attitudes regarding "passive smoking" and long term chronic disease; and

- to influence politicians, legislators and regulators to take a more balanced view on smoking and the tobacco industry.

For the purpose of this document I have combined the ETS/Public smoking and credibility projects into one as credibility, in its broader concept, is absolutely essential if we are to undertake a successful ETS/Public smoking and special interest group education campaign. This project, if successful, would be instrumental in what must be our single most important goal; to positively and persuasively shift public perception in this country to reestablish a sensible commercial environment for the industry in Australia.

Strategy

To implement an innovative and far reaching umbrella public education programme that

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Source: https://www.industrydocuments.ucsf.edu/docs/ljfk0000

targets each audience with a "message" that has been developed in response to their specific needs and expectations. The target groups would encompass:

- Smokers' rights groups
- AHA, Restaurant and Caterer's Association, pubs, clubs, associations
- Academia
- Suppliers to the tobacco industry
- Retailers
- The construction industry
- The lawyers
- Consulting Engineers
- Institute of Personnel Managers
- The insurance industry
- The brewers
- Politicians
- Employers
- Employees
- Major CBD developers and refurbishers including Lend Lease and BT.

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Whilst essentially the message to each target audience will be drawn from the same bank of core material, it will be restructured to focus on the particular concerns and hot buttons for each individuals group. It will be important to ensure all industry activities with allies are co ordinated and cohesive.

In addition, forging strong strategic alliances with the decision makers and influencers within each target groups targeted in the ETS/Public smoking campaign will be paramount. At the same generating balanced debate will begin to restore the credibility and the integrity of the industry which will enhance the effectiveness of important activities undertaken by the industry in Australia.

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Implementation

Detailed below are the tactics that would be used to successfully implement the ETS/Public smoking campaign in the first 12 months or stage 1 of the campaign. It should be recognised that there would need to be a sustained effort over two or three years to achieve any real long term benefit.

The success or otherwise of education programmes that rely heavily on direct mail is subject to the accuracy and effectiveness of the databases of contact name and address. If we wish to effectively communicate with say Federal or State/Territory politicians we need a database that is complete, accurate and up to date. I have attached a copy of a recent column in the chartered accountants industry magazine which deals with this issue in more depth.

Databases

Some databases will be commercially available, others we should be able to lay our hands on and others will need to be built from scratch. You will note in the attached Budget Estimate of $30,000.00 is sought to build and maintain these databases.

Workplace brochure

The Workplace Kit needs rewriting to make it an informative and persuasive document in the marketplace. Consideration should be given to actually tailoring the cover and inside cover message to key target groups. For example if the print run were to be say 20,000 we could print 10,000 generics that would adequately service several target groups. The other 10,000 could be printed with separate but other appropriate covers for key target groups like the AHA, the retailers, politicians etc. It is relevantly inexpensive to proceed down this route. The Budget Estimate for this item including redrafting, redesigning and reprinting is $120,000.

Seminars

Joint seminars and roadshows with key target industry or focussed groups would be an essential element of the ETS/Public smoking project. By necessity these would need to be prioritised as they can be time consuming and expensive. The Budget Estimate for this activity is $50,000.

Effective use of the Media

The general and specialist press is pivotal to the ETS/Public smoking project. We will endeavour to make full use of the media including specialist industry publications published by key target groups as well as the general and business press. Essentially the same concepts apply for effective use of the media as do with direct mail. For example the

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international trademarks debate is more appropriate for the more business and commercially focussed writers; Coolangatta airport innovation is more appropriate for the general writers while efficient ventilation is a good angle for certain industry specific publications. Clearly this will consume considerable professional writing resources and entail extensive research. The Budget Estimate is $25,000.

Pilot Programme (restaurants)

Also in the Budget Estimate is $75,000 to undertake a pilot programme in Sydney and Melbourne with an upmarket high profile restaurant in each city to establish and market "a smoking room" concept where clients could enjoy a cigarette before and after dinner in a welcoming environment.

A pilot of this nature would provide substantial opportunities to positively state the "accommondation of separate groups" case. It could also be revisited at regular intervals and would provide the basis for some interesting and thoughtful provoking articles.

Lobbying

For the industry to establish and maintain a credible input with key politicians and other decision makers at the State and Federal level it is necessary to engage the services of creditable people drawn from the public and private sectors. The Budget Estimate for this activity is $10,000.

Personnel Training

Effective and legally acceptable public comment on the industry position on various issues is critical in regaining creditability and successfully implementing the ETS/Public smoking campaign. At attachment A is a letter from Glenn Eggleton detailing the important areas in which training conducted for TIA and industry personnel who deal with the public. The estimated cost of this activity is $60,000.

Social Research

You will note in the Budget $120,000 is sought to conduct opinion/social implications type of social research about the acceptably or otherwise of certain lifestyle choices. The objectives of the research would be to create a credible peg on which to generate credible media comment and develop thought provoking briefing papers for parliamentarians and academics. If there is agreement to further this project a detailed project plan would be developed in consultation with Hugh McKay.

Social Cost of Smoking

There is $20,000 in the Budget Estimate to develop appropriate material to counter the Collins and Lapsley study on the social costs of smoking. The need to convince

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governments and the general public that the Collins and Lapsley study is ill founded and that there is no net cost to the community associated with smoking is paramount.

Juvenile Smoking

The last Budget item is for a juvenile smoking campaign. In light of recent developments now may be the appropriate time to consider mounting a juvenile campaign to demonstrate to governments and the general public that the industry is united in the view that people under 18 years of age should not buy or smoke cigarettes. To undertake an effective press campaign complimented by a relevant direct mail the very minimum cost would be $350,000. About $300,000 of this will be used in media placement and about $50,000 for posters, badges and direct mail costs. It is recognised this campaign would be infinitely more effective if it could be implemented in conjunction with a credible strategic partner.

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Source: https://www.industrydocuments.ucsf.edu/docs/ljfk0000

1993-1994 BUDGET ESTIMATE

ETS/PUBLIC SMOKING CREDIBILITY

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Workplace Brochure	120,000
Development and upkeep of databases	30,000
Joint Seminars	50,000
Media	25,000
Pilot programme (restaurants)	75,000
Key Lobbying support	10,000
Spokespeople education	60,000
Social research	120,000
Social costs of smoking	20,000
Juvenile campaign	350,000
Total Budget	$860,000

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